



Idaho Office of Science & Technology

October 2007

In this issue:

- Boise Named One of Nation's Top Hot Job Markets
- Help Create TechBoise Poster
- RxElite Among U.S.' Fastest Growing Businesses
- Young Entrepreneur Finds Win With Interactive Football Website
- Baliho Expands Beta Program to Media Companies
- Blackhawk Adds Integrated Tourniquet System Into Military Wear
- Lexar, Kodak Ink Agreement
- Simply WoW Launches Online store
- ISU, UMBI Find Most Radiation-Resistant Microbe
- North Wind, Inc. Teams on \$100M Navy Clean Up Contract
- Kickstand Launches in Twin Falls, Moscow
- International Isotopes Lands Distribution Deal
- World's Best Technologies Seeks Tech Entrepreneurs for Showcase
- Crucial.com Receives Circle of Excellence Award
- Ideas Innovations Idaho License Plates For Sale

Boise Named One of Nation's Top Hot Job Markets

(Boise) Boise ranked as the third fastest job growth market in the nation in a new Bizjournals online magazine study of the 100 largest labor markets.

The study factored in Boise's low unemployment rate and job gains over the past one and five-year periods.

Phoenix ranked first in the study, and Salt Lake City was number two. Others in the top 10 were Riverside-San Bernardino, Calif., Houston, Dallas-Fort Worth, Las Vegas, Austin, Cape Coral-Fort Myers (Fla) and Tucson.

Bizjournals found that the "coldest" private-sector job markets were Detroit, New Orleans, Youngstown, Dayton, Cleveland, Lansing, Toledo, Springfield (Mass.), New Haven and Grand Rapids.

2007 Events Calendar

October 2

Idaho Innovation Awards Luncheon Boise

2007 Stoel Rives Idaho Innovation Awards luncheon at the Boise Centre on the Grove. Limited tickets available at the door.

October 9

Science on Tap Coeur d' Alene

Forum will feature Dr. William Apel of the Idaho National Laboratory talking about extremophile research. Dr. Apel has published more than 80 articles in the scientific literature, has 6 biotechnology-related patents and has won 3 R&D 100 Awards. Event is 5:30 p.m. at the Coeur d' Alene Brewing Company, 2nd & Lakeside Avenue. The Science on Tap event is free and held the 2nd Tuesday of each month.

Help Create TechBoise Poster

(Treasure Valley) The Idaho Office of Science & Technology is partnering with Dr. Heike Mayer, an associate professor at Virginia Tech, to create a TechBoise poster which will showcase the region's tech economy.

Sponsors will have logos displayed on the double-sided poster. For sponsorship information, contact Julie Howard at Julie.howard@commerce.idaho.gov.

RxElite Among U.S.' Fastest Growing Businesses

(Meridian) RxElite Holdings, Inc., a developer, manufacturer and marketer of specialty generic prescription drug products, has been chosen by Entrepreneur Magazine as one of the 500 fastest growing businesses in America for 2007.

"The same entrepreneurial spirit that was the foundation of RxElite in 2000 is still driving our business today," said Daniel Chen, RxElite CEO.

The company is a wholly owned subsidiary of Southridge Technology Group Inc. According to Entrepreneur, only .5 percent of the 19 million businesses currently operating in the U.S. met the required thresholds of revenue and job growth to make its 2007 list. That criteria included that the firm must have been founded no earlier than 1998 or after 2002, that sales in 2002 must have been \$100,000 or greater, must have had a positive job growth between 2002 and 2006, and must have had a minimum level of sales growth between that same time period. RxElite Holdings Inc. has generic prescription drug products in the areas of anesthesia, sterile liquid dose drugs (including respiratory inhalation drugs, ophthalmics, and injectable drugs) and transdermal patch products. More information is at rxelite.com.

Young Entrepreneur Finds Win With Interactive Football Website

(Boise) At 21, Andy Benoit has launched what he believes will be the beginning of a sports media empire with Touchdown, an interactive media experience for hardcore football fans.

October 9 IEEE Seminar

Boise

IEEE hosts a seminar at Boise State University, MEC 106, at 7 p.m. on "Stuff you don't learn in engineering school: Skills for success in the real world."

Cost is free for IEEE members and student members, and \$5 for non-IEEE members.

For more information, email markbussert@gmail.com.

October 10 Small Business Resource Orientation

Boise

The event is the first stop for anyone with the desire to start a business and those who want to take their business to the next level. Event runs from 7:30 a.m. to 9 a.m. and allows a one-stop opportunity to get acquainted with small business community resources. There is no cost but registration is required.

More information is at boisechamber.org.

October 11 Lunch & Lead

Boise

University of Idaho and Kickstand present lunch discussions at the Idaho Water Center, 322 E. Front St., room 162, in Boise. The October topic is "Organizational commitment motivates powerfully." RSVP to (208) 334-2999 or boise@uidaho.edu.

October 12 Nanotechnology in Biomedical Advances Post Falls

The University of Idaho's Center for Advanced Microelectronics and Biomolecular Research hosts "Nanotechnology in Biomedical Advances." The event starts at 9 a.m. at the University of Idaho's Research Park, 721 Lochsa St., Suite 8, in Post Falls. Dr. Harold Craighead of Cornell University will discuss nanotechnology, Dr. Carolyn Bohach of University of Idaho will discuss nanowires for therapy and vaccine development, Dr. Wusi Maki of University of Idaho will discuss nanoelectronics in biodetection, and Dr. Scott Minnich of University of Idaho will discuss bioweapons detection.

There is no fee for this event. RSVP by Oct. 5 to jbaltzell@cambr.uidaho.edu or (208) 262-2000.

October 15-16 EPSCoR/SBIR Conference

Maine

Program will feature more than 50 national and regional presenters to assist in the development of

The Web site, benoitmedia.com, consists of 1,300 pages of content of anything fans would want to know about teams and players.

The site is a spinoff of Benoit's Touchdown book series, published by Random House. The use of Adobe Flex technology allows readers to literally flip the pages of Benoit's 2007 NFL Interactive Guide. As readers 'mouse over' pictures on the pages, the pictures automatically enlarge. Pages also contain a variety of 'widgets' that provide additional layers of information on teams and players, including team report cards, draft and acquisition reports and Benoit's season predictions.

Benoit is a nationally recognized football expert and has appeared nationally on television and radio programs. More information is at benoitmedia.com.

Balihoo Expands Beta Program to Media Companies

(Boise) Baliwoo Inc., a developer of an advertising search engine for the media buying and planning community, has expanded its beta program to include media companies.

In June, the beta program was launched only for advertising agencies and major national advertisers. Eight of the top 10 media buying organizations in North America have participated in the beta launch.

The Baliwoo search engine enables advertisers and agencies to search for media properties that are most relevant to their advertising campaigns, to gather and analyze information about those properties and interact with them to build and execute media plans. Baliwoo works across geographies and on any media type including TV, radio, print, interactive and out-of-home.

For media owners, participating in the Beta Program means they will be able to 'claim' their listings to ensure that it is up-to-date and enhance it with research data, advertising opportunities and other pertinent information, including media kits, rate cards and other documents. Interested individuals and media companies are encouraged to go to www.baliwoo.com and sign-up to be

research infrastructure in EPSCoR states. Conference

highlights will include a focus on the National Science Foundation and USDA SBIR/STTR grants, state small business programs and finding seed and venture funds. Information is at www.umaine.edu/epscor/conference.htm.

October 17

4th Annual Creative Economy Workshop

Boise

Boise State University's Centre for Creativity & Innovation presents Creativity & Community, 8 a.m.-7 p.m. at The WaterCooler, 14th & Idaho in Boise. \$199 includes lunch and evening reception. The workshop will cover civic and business initiatives, understanding how workplace environment and workplaces can help creativity and performance, and identifying key concepts to implement in your organization.

For information, go to cobe.boisestate.edu/create%21Idaho or call (208) 426-4205.

October 24

Idaho Science & Technology Advisory Council

Boise

Idaho's Science & Technology Advisory Council holds its quarterly meeting. For information, contact Karen Lewis at (208) 334-2470.

October 25-26

2007 Environmental Sensing Symposium

Boise

The focus of this meeting will be on development of new sensor technology and use of sensors and sensor systems to acquire information about the movement of nutrients, water, contaminants, and chemical and biological threats in the environment. Keynote speaker will be Dr. Gary Sayler, Director of the University of Tennessee - Oak Ridge National Laboratory Joint Institute for Biological Sciences.

Registration is \$125; student/post-doc registration is \$75.

Symposium information is at institute.inra.org/ess/.

October 29-Nov. 1

SBIR/STTR Fall Conference '07

Texas

The conference will give attendees a comprehensive overview on how to apply for and win government Small Business Innovation Research and Small Business Technology Transfer grants. Conference is in Richardson, Texas.

For information, go to

involved in the beta program.

Lexar, Kodak Ink Agreement

(Boise) Lexar Media Inc., a subsidiary of Micron Technology, has signed a five-year agreement with Eastman Kodak Company under which Lexar will develop and market Kodak-branded flash memory products worldwide.

The agreement with Lexar, which has performance-based exclusivity, strengthens the existing relationship between the two companies and allows for expanded distribution and a broader portfolio of Kodak-branded flash memory product lines created by Lexar, a world leader in advanced digital media technologies. Financial terms of the agreement were not disclosed.

The Lexar-Kodak relationship began three years ago with the launch of a 64 MB Secure Digital card, a time when consumers were continuing to convert en masse from the use of analog to flash memory, or "digital film" products. Since then, the technology has continued to develop rapidly, and Lexar now offers flash products that provide up to 4GB of memory in Kodak Secure Digital High-Capacity (SDHC) cards. With its acquisition by Micron Technology, Inc. in 2006, Lexar now also brings access to the technology and engineering expertise of one of the largest NAND producers worldwide. Under the new Lexar-Kodak agreement, Lexar will be able to offer a full and expanding range of Kodak-branded flash memory storage products in various form factors - including SD and microSD memory cards and USB drives to complement many different products and provide the best solutions for capturing, transferring, and sharing digital and video images. More information is at micron.com.

Blackhawk Adds Integrated Tourniquet System Into Military Wear

(Virginia, Idaho) Blackhawk Products Group has introduced its Integrated Tourniquet System into its new Warrior Wear apparel line. The apparel, directed toward the law enforcement and military medical community, is in the final phases of testing and is expected to be available early next

texasone.us/site/PageServer?pagename=sbir_overview.

October 31

Governor's Business Opportunity Conference Boise

Program connects businesses with purchasing professionals from many of the northwest's largest corporations and government agencies.

Register at idahoworks.com/ibn or call (208) 334-2650 ext. 2133. Cost is \$30 per person, \$40 after Oct. 26.

For more calendar information, visit [Conferences and Events](#) at cl.idaho.gov

year.

Built-in tourniquets to pants and shirts provide immediate accessibility and can be operated by the wearer, a buddy or a medic. Immediate application minimizes loss of blood, the single greatest medical problem resulting in death from injuries sustained to the extremities among U.S. troops today, said Mike Noell, president and CEO of Blackhawk.

The company manufactures tactical, military and law enforcement equipment. It is headquartered in Virginia, with manufacturing facilities in Idaho, Montana and North Carolina.

More information is at www.blackhawk.com.

Simply WoW Launches Online store

(Idaho Falls) Source Direct Holdings, Inc. a state-of-the-art cleaning technology company, launched its new web site which features all the Simply Wow Organic Cleaning Household Products, Simply WoW Automotive and Motorcycle Cleaning Kits, and Simply WoW Industrial Products through its online store.

The new user-friendly site has improved navigation to the household, automotive, motorcycle, and industrial products.

Source Direct's brand name awareness campaign for its automotive product line can also be viewed.

Source Direct Holdings, Inc. is expanding into new channels of distribution with products that successfully compete with national brands. Source Direct is a state-of-the-art cleaning technology company with its head office and manufacturing facilities in Idaho Falls.

The company manufactures and markets a proprietary line of all-purpose, all-surface, highly effective, non-toxic, biodegradable cleaning products to the multi-billion dollar consumer household, commercial, and industrial and private-label automotive cleaning products industries. Simply WoW is a registered trademark; Stain Pen and 'Works On The Spot' are trademarks of Source Direct Holdings, Inc. For more information, go to www.simplywow.com.

ISU, UMBI Find Most Radiation-Resistant Microbe

(Pocatello, Baltimore) Investigators at Idaho State University and at UMBI, the biotechnology institution of the University System of Maryland, have isolated the most radiation-resistant organisms known to science.

The organisms are members of a kingdom of microorganisms known as Archaea. Archaea, first discovered 30 years ago, like bacteria, have no cell nucleus and are closer on the tree of life to plants and animals than bacteria.

The new discoveries suggest possible applications that could prove beneficial to humans, or that may have environmental applications. For example, it may be possible in the future to confer radiation-resistance, or DNA repair in general, by transferring the genes to other organisms, such as plants.

Using advanced techniques for isolating radiation-resistant mutants, Linda C. DeVeaux, Ph.D., from ISU, and Shiladitya DasSarma, Ph.D., UMBI, and colleagues have isolated mutants that are more radiation-resistant than any other known life form discovered to date. The findings will appear in the October issue of the scientific journal "Radiation Research."

Other scientists contributing to the paper include UMBI post-doctoral researcher Jochen A. Müller, ISU master's student in microbiology Jonathon Smith, ISU Post-doctoral researcher Jill Petrisko, and ISU physics professor and Idaho Accelerator Center director Douglas P. Wells, PhD.

Many of these Archaeans thrive in extreme environments that would be quickly lethal to other life forms such as volcanic boiling hot springs, caustic chemicals such as acids, hydrogen sulfide, or acids or alkaline conditions so extreme that they would burn through human skin. For this reason, the microbes are known as extremophiles, or "lovers of extremes." The rad-resistant microbes are mutants derived from Halobacterium species NRC-1. Halobacterium are found in bodies of water that are extremely salty, and in pools that are subjected to repeated drying cycles. In these extreme environments, ultraviolet radiation from the sun combined with salty and desiccating conditions are very hard on DNA, the genetic material.

In general, extremophiles have offered unprecedented opportunities for developing new products in biotechnology. For example, studies of Thermus

aquaticus, which thrives in boiling hot springs, have opened up a large market for enzymes that are now routinely used to amplify DNA sequences in forensics and biomedical research; this technique, known as PCR, has revolutionized biology, medicine, and forensics. Halobacterium survive radiation doses hundreds or thousands of times higher than those lethal to other life forms.

North Wind, Inc. Teams on \$100M Navy Clean Up Contract

(Idaho Falls) North Wind, Inc. has been named part of a team awarded a \$100 million Environmental Remediation Services contract from the Naval Facilities Engineering Command (NAVFAC) Southwest Division.

Other team members include, the prime contract holder, T N & Associates, headquartered in Milwaukee, and Earth Tech, Inc., based in Long Beach, Calif. The contract will involve the environmental remedial actions required to return contaminated naval sites to safe and acceptable conditions. The specific areas of work that North Wind will focus on include the use of innovative remediation technologies, especially those with a biological component. North Wind will also perform other types of environmental remediation services in the States of Alaska, Washington, Utah and New Mexico.

NAVFAC Southwest is responsible for the environmental services and acquisition of Navy facilities and real estate in a six state area on the West Coast.

More information about Northwind is at www.northwind-inc.com.

Kickstand Launches in Twin Falls, Moscow

(Twin Falls, Moscow) Kickstand, a non-profit networking organization for technology entrepreneurs, has established chapters in Twin Falls and Moscow. Kickstand Southern Idaho in Twin Falls will serve as the place for networking, mentoring and education of entrepreneurs, inventors, trail blazers, investors, marketers, researchers and pioneers - in government, universities and colleges, start-ups, small businesses and large

corporations. Meetings are held the first Thursday of each month for the Twin Falls chapter.

Meeting location is at Pandora's, 516 Hansen St. South.

Contact

brandon.armstrong@idahotechconnect.com or (208) 324-3455 for more details about the Twin Falls chapter.

Palouse Kickstand will be held at the Sandpiper Restaurant , 436 N. Main St., in Moscow. For information about the Moscow chapter, and future meeting dates, contact Hank Artis at

hank.artis@idahotechconnect.com.

Kickstand was launched in the Treasure Valley in 2001. For more information, go to kickstand.org.

International Isotopes Lands Distribution Deal

(Idaho Falls) International Isotopes Inc. has entered into an agreement with Alpha Omega Services of Bellflower, Calif. to be their exclusive worldwide distributor for a new family of Type B radioactive material transportation containers.

The containers will be the newest Type B package designed in the U.S. and will meet all of the most current International Atomic Energy Agency regulations for the safe transport of radioactive material. The containers are intended to replace dozens of models of radioactive material containers currently used by U.S.

Government interests that will no longer be approved for use in the United States after Oct. 1, 2008.

The company is expected to begin taking orders or long-term leases beginning in October.

International Isotopes of Idaho manufactures a full range of nuclear medicine calibration and reference standards, high purity fluoride gases, and a variety of cobalt-60 products such as teletherapy sources.

More information is at intisoid.com.

World's Best Technologies Seeks Tech Entrepreneurs for Showcase

(Texas) The sixth annual World's Best Technologies showcase is now accepting applications for the 2008 showcase event, a premier seed stage investment

conference for technologies and private companies emanating from universities, federal labs and research institutions. Each year's showcase represents a 10-month collaboration of investors, licensees, sponsor and supporters who collectively help to source, screen, coach and ultimately connect with each year's presenting group. Technologies and investors come from all parts of the United States, Canada and other countries. There is no cost to submit a deal for consideration. Oct. 8 is the early bird deadline for submissions. The event is produced in cooperation with the Federal Lab Consortium for Technology Transfer and the National Association of Seed and Venture Funds. The event is scheduled for March 26-27 at the Dallas-Fort Worth-Arlington Metroplex. For more information, go to wbshowcase.com.

Crucial.com Receives Circle of Excellence Award

(Meridian) Crucial.com, the leading online computer memory upgrade provider, received the BizRate Research Circle of Excellence Platinum award from Shopzilla for the sixth year in a row.

The annual award recognizes the best online retailers in customer satisfaction, as judged by customers. Crucial.com is one of an elite group of 73 online retailers that met the rigid criteria set by BizRate Research for outstanding service from September 1, 2006 - August 15, 2007. Crucial.com is an online destination of Lexar Media, Inc., a subsidiary of Micron Technology.

"More than half of Crucial.com customers who were recently surveyed were referred by a friend, coworker or family member," said Rus Miller, Director of Crucial.com Customer Sales. "We attribute our excessive referral base to our focus on complete customer satisfaction." Crucial received above-average customer ratings on seven key satisfaction metrics, including: Overall satisfaction, product selection, ease of finding products, repurchase intent, product met expectations, on-time delivery, and customer support.

Ideas Innovations Idaho License Plates For Sale

(Statewide) Specialty license plates that support Idaho's science and technology industry are for sale through the Idaho Transportation Department.

A portion of the proceeds from each plate sold goes to a fund that is used to develop programs and market the state's technology sector.

A picture of the license plate, and information on how to purchase one, can be viewed at technology.idaho.gov/license.

Have an Idea/Submission for this Newsletter?

Contact Julie Howard at the Idaho Department of Commerce's Office of Science & Technology at (208) 334-2650, ext. 2147, or at Julie.howard@commerce.idaho.gov

Read More Idaho Technology News

Miss last month's Science & Technology newsletter? Find the complete newsletter archives at technology.idaho.gov and click on "news."

"We Create Jobs, Strengthen Communities and Market Idaho."

**IDAHO DEPARTMENT OF COMMERCE
PO Box 83720, Boise, Idaho 83720-0093
Tel: 208-334-2470; Fax: 208-334-2631
Web: technology.idaho.gov
08-62000-250**

**C.L. "BUTCH" OTTER, GOVERNOR
JIM ELLICK, DIRECTOR**

Idaho Department of Commerce is an equal opportunity employer.
This document is available upon request in alternative formats for individuals with disabilities.

julie.howard@commerce.idaho.gov • Idaho Department of Commerce